

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of: )  
 )  
BRIAN ANDERSON ) Examiner: S. GRAVINI  
GREGORY P. HASSETT )  
JOHN WATSON )  
DAVID ELDERBROOK )  
 )  
Serial No.: 09/416,924 ) Group Art Unit: 2162  
 )  
Filed: OCTOBER 13, 1999 )  
 )  
Title: FLEXIBLE REPORTING OF )  
CUSTOMER BEHAVIOR )

**PRELIMINARY AMENDMENT**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Please enter the following preliminary amendment in the above-identified application.

**IN THE SPECIFICATION**

Please replace the paragraph beginning at Page 2, lines 3-7 with the following rewritten paragraph:

This application is a continuation of assignee's pending application U.S. Serial No. 09/416,924, filed October 13, 1999, entitled "Flexible Reporting of Customer Behavior," which is a continuation-in-part of assignee's pending application U.S. Serial No. 09/342,748, filed on June 29, 1999, entitled "Affiliate Side Of Award Management System" and U.S. Serial No. 09/342,349, filed on June 29, 1999, entitled "User Side of Award Management System."

Please replace the paragraph beginning at Page 6, lines 2-7 with the following rewritten paragraph:

"The invention includes two modules of the AwardTrack Loyalty Program Server 100. The two modules are the Member Module 105, and the Affiliate Module 110. **Figure 1** illustrates the place of these modules in the general AwardServer architecture. The Member Module 105 includes user interfaces 120. The Affiliate Module 110 includes a web interface 130. The award server 100 also includes a database 140."

Please replace the paragraph beginning at Page 6, lines 8-18 with the following rewritten paragraph:

"The invention consists of a method and system for maintaining a loyalty plan. The emerging use of electronic networking is enabling this type of plan to be made electronically from computers over remote connections. For example, a person who is member of a loyalty plan can receive loyalty points by making a purchase using a personal computer 310, as shown in **Figure 3**. Then, the person can send this purchase information over the Internet 320, where it is received by a server 330. An affiliate, or sponsor of a loyalty plan, on a computer 340A or a computer 340B connected to the server 330 can then review the purchase, and respond immediately by awarding loyalty points to the consumer. The invention has the ability to integrate point redemption into an affiliate's e-commerce flow of an affiliate's website."

**IN THE CLAIMS**

Please delete claims 1-14 without prejudice.

Please add the following claims 15-32:

--15. A method, comprising:

facilitating an establishment of a network connection of a plurality of merchants and an affiliate module server, each merchant being associated with a merchant internet store operable to execute a transaction initiated by a customer interacting with the merchant internet store; and

facilitating a reconfiguration of the affiliate module server to include a plurality of customer tracking programs corresponding to a plurality of merchant internet stores associated with the plurality of merchants, each customer tracking program being operable to track the customer for an execution of the transaction on a corresponding merchant internet store.--

--16. The method of claim 15 wherein the customer tracking program is further operable to track transaction history of a customer account.--

--17. The method of claim 15 wherein the customer tracking program is further operable to provide flexible reporting of customer transactions.--

--18. The method of claim 15 wherein the transaction is a customer purchase.--

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--19. The method of claim 15 wherein the customer tracking program is further operable to provide targeted email campaigns to the customer.--

--20. The method of claim 15 wherein the customer tracking program is further operable to provide rewards to the customer.--

--21. A method, comprising:

facilitating an establishment of an internet connection of a merchant and an affiliate module server, the merchant being associated with a merchant internet store operable to execute a transaction initiated by a customer interacting with the merchant internet store; and

facilitating a reconfiguration of the affiliate module server to include a customer tracking program corresponding to the merchant internet store, the customer tracking program being operable to track the customer for an execution of a transaction on the merchant internet store.--

--22. The method of claim 21 wherein the customer tracking program is further operable to track transaction history of a customer account.--

--23. The method of claim 21 wherein the customer tracking program is further operable to provide flexible reporting of customer transactions.--

--24. The method of claim 21 wherein the transaction is a customer purchase.--

--25. The method of claim 21 wherein the customer tracking program is further operable to provide targeted email campaigns to the customer.--

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--26. The method of claim 21 wherein the customer tracking program is further operable to provide rewards to the customer.--

--27. A method, comprising:  
facilitating an establishment of a connection of a merchant and an affiliate module server, the merchant being associated with a computerized merchant store operable to execute a transaction initiated by a customer interacting with the computerized merchant store; and

facilitating a reconfiguration of the affiliate module server to include a customer tracking program corresponding to the computerized merchant store, the customer tracking program being operable to track the customer for an execution of a transaction on the computerized merchant store.—

--28. The method of claim 27 wherein the customer tracking program is further operable to track transaction history of a customer account.--

--29. The method of claim 27 wherein the customer tracking program is further operable to provide flexible reporting of customer transactions.--

--30. The method of claim 27 wherein the transaction is a customer purchase.--

--31. The method of claim 27 wherein the customer tracking program is further operable to provide targeted email campaigns to the customer.--

--32. The method of claim 27 wherein the customer tracking program is further operable to provide rewards to the customer.--

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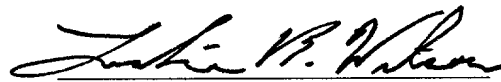
**-- REMARKS --**

Attached hereto is a marked-up version of the changes made to the specification by the current amendment. The attached page is captioned "**Version with markings to show changes made**"

Claims 1-14 as originally filed have been deleted from the present application by this preliminary amendment. Independent claims 15-32 have been added to the present application by this preliminary amendment. Applicants submit that claims 15-32 fully satisfy the requirements of 35 U.S.C. §§102, 103, and 112. Applicants therefore respectfully request favorable consideration and early passage to issue of the present application.

Dated: JANUARY 16, 2002

Respectfully submitted,



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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**In the Specification**

Page 2, lines 3-7: This application is a continuation of assignee's pending application U.S. Serial No. 09/416,924, filed October 13, 1999, entitled "Flexible Reporting of Customer Behavior," which is a continuation-in-part of assignee's pending application U.S. Serial No. 09/342,748, filed on June 29, 1999, entitled "Affiliate Side Of Award Management System" and U.S. Serial No. 09/342,349, filed on June 29, 1999, entitled "User Side of Award Management System."

Page 6, lines 2-7: "The invention includes two modules of the AwardTrack Loyalty Program Server 100. The two modules are the Member Module 105, and the Affiliate Module 110. **Figure 1** illustrates the place of these modules in the general AwardServer architecture. The [member module 100] Member Module 105 includes user interfaces 120. The [affiliate module] Affiliate Module 110 includes a web interface 130. The award server 100 also includes a database 140."

Page 6, lines 8-18: "The invention consists of a method and system for maintaining a loyalty plan. The emerging use of electronic networking is enabling this type of plan to be made electronically from computers over remote connections. For example, a person who is member of a loyalty plan can receive loyalty points by making a purchase using a personal computer [110] 310, as shown in **Figure 3**. Then, the person can send this purchase information over the Internet 320, where it is received by a server 330. An affiliate, or sponsor of a loyalty plan, on [the] a computer [440] 340A or a computer 340B connected to the server 330 can then review the purchase, and respond immediately by awarding loyalty points to the consumer. The invention has the ability to integrate point redemption into an affiliate's e-commerce flow of an affiliate's website."